GENERAL PROBLEMS REGARDING EXTENSION SERVICES WITH LIVESTOCK AND DAIRY FARMERS OF PESHAWAR DISTRICT, PAKISTAN

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ABSTRACT
The study examines the general problems regarding extension services of Livestock and Dairy Development Department (NWFP) in District Peshawar during 2006. The data for the study were collected from 60 respondents purposely selected from 4 out of 92 Union Councils of Peshawar District through a pre-tested questionnaire. The respondents included all age groups with different education status. Most of the respondents (45%) were within the age range of 36 to 50 years. Eighty four percent of the respondents were illiterate while only16% was literate from primary to graduation. Data showed that education had significant effect on the performance of farmers. Household size of most of the farmers (28.33%) ranged from 6 to 10. A large majority (72 %) lived in joint family system. About one third (33.33%) of the respondents had land holdings of 1-5 acres. A vast majority (86.67%) respondent reported that their main source of income was livestock. Buffaloes were the main component of livestock of the respondents. Horses and donkeys were kept for carriage purposes. It was encouraging that 58.33% respondents were visited by extension workers and 53.33% respondents were satisfied from existing extension services and other institutional facilities. However, all the respondents complained difficulties related to livestock extension services. The study concludes that role of extension services of Livestock and Dairy Development Department needs improvement and could be changed, modified and boosted up by effective policy making.

INTRODUCTION
Livestock sector contributes almost 50% to the value addition in the agriculture sector, and almost 11 percent to Pakistan’s GDP, which is higher than the contribution made by the crop sector (47.4% in agriculture and 10.3% in GDP). The role of livestock sector in the rural economy of Pakistan is very critical as 30-35 million rural population of the country are engaged for their livelihood in this sector. Within the livestock sector, milk is the largest and the single most important commodity. Despite decades of neglect, Pakistan is the fifth largest milk producer in the world. The total value of milk produced is higher than the value of two major crops, that is, wheat and cotton (Govt. of Pakistan, 2005-06).

The total value of products obtained from livestock and poultry was Rs. 170 billion. These products were obtained from approximately 110 million animals producing milk, meat and wool, and nearly 183 billion poultry birds. The livestock sector is also a major contributor to the export sector. The export of certain livestock products and by-products such as leather, animal casings, raw wool, carpets and rages exceeded Rs. 12 billion during the financial year 1993-1994. The net foreign exchange earnings from the livestock sector were over 12% of the overall exports in 1993-1994, showing an increase of 20% over the year 1985-1986 (Khan, 1994).

NWFP is predominantly agriculture-based province. More than 70% of the total population of this province depends on agriculture directly or indirectly. About 60% of the total land is rain fed. Moreover major portion of this land is under mountain. These mountains are suitable for livestock, dairy and poultry farming. Unfortunately, the production of livestock in NWFP is low as compared to other provinces of Pakistan due to epidemic diseases like enterotoxaemia, black quarter, and anthrax, shortage of fodder, poor management and poor breed selection. This could be attributed to illiteracy and lack of knowledge of the people regarding livestock

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and dairy development. Here extension workers can play a very vital role in disseminating the knowledge and information about livestock keeping to the farming community across the province. Livestock production can only be improved by improvement of livestock in the rural masses by proper extension services, management and effective disease control programme (Moaeen-u-Din and Babar, 2006).

In the North West Frontier Province (NWFP), the supply of meat and milk is not according to even the minimum demand of the ever-increasing human population. To catch and balance the ratio of meat and milk with population, an increase in livestock and dairy animals is necessary. This can only be increased through the appropriate application of modern livestock technologies in this sector. It is, therefore, essential that the livestock farming community must be made familiar with the scientific knowledge and improved livestock practices and techniques.

One of the major causes of low production is lack of proper extension services hence non adoption of improved livestock technologies among the livestock farmers. The present production level of livestock is quite low and inadequate allocation of both development and non-development funds to this sector by the government and scarcity of suitably trained man power are some of its major constraints (Ullah, 1998). Farooq and Qudoos (1999) reported unawareness about new livestock technologies, lack of capital and high prices of inputs as the major constraints in the adoption of modern livestock practices.

Development of livestock sector is an integral part of the economic development. Government, the private sector and livestock farmers have key roles in bringing about profitable change. The private sector has an important role in the development of such facilities but the implementation of policy guidelines are the responsibility of government. Farmers’ reaction towards adoption of new livestock technologies mainly depends on economic incentives of this sector. Farmers, small scale as much as large scale react positively and quickly to attractive prices for their products through effective extension penetration. However, they cannot respond appropriately and quickly unless they clearly understand the most recent technology environments in which they operate. To facilitate such understanding, most livestock farmers need continuously updated advice for increasing their production. It is utmost necessary to increase the livestock production by using modern technologies in order to meet its growing demand, rapid increase in population and to earn foreign exchange, demand-driven extension approach for services is bound to strengthen functional relationship between different departments they will jointly work on platform of village plans for providing the demanded services (Qamar, 2004).

Keeping in view the importance of livestock extension services and its role in the development of this sector, the present study was undertaken in District Peshawar in order to find out the ways and means to improve the extension to the poor farming community to uplift their life standard.

MATERIALS AND METHODS
The universe of this study was District Peshawar. There were 92 Union Councils in District Peshawar during 2006. Out of these, four Union Councils having poultry and livestock were randomly selected from the study area for the collection of data. A list of farmers was prepared from each Union Council with the help of knowledgeable persons. Then 15 respondents were purposely selected from the jurisdiction of each of the selected Union Councils. Thus total number of respondents was 60. The interview schedule was pre-tested on 12 farmers in order to check its validity. In the light of pre-test, some suitable changes were made. After collection of data, a tally sheet was prepared which facilitated the enumeration of answers. The responses were organized/arranged into various tables. Percentages and averages were the main statistical technique used for the interpretation of data.

RESULTS AND DISCUSSION
The duty of extension worker is to bring about changes in the knowledge, interest and attitude of the farming community towards improved agricultural techniques. The more efficient the extension workers are, the more farmers will be inclined towards the adoption of latest technology of agriculture and ultimately raising the productivity of their crops and number of dairy animals. The various extension services performed by Livestock and Dairy Development Department are animal health care, artificial insemination and husbandry practices.
Majority (53.33%) of the respondents were satisfied from extension services of Livestock and Dairy Development Department and 46.67% were not satisfied (Table II). A large majority (67.86 %) of the respondents reported that extension workers never visited them. While 14.29, 10.71 and 7.14 % of the respondents were of the view that they rarely visited their farms, usually visited landlord and influential farmers and they did not know themselves about better recommendations (Table III).

Almost all the respondents were facing problems in one way or in other. A large majority (85, 80, 73.33, and 65 %) of the respondents reported about the problems faced by them were financial problems, high cost of livestock inputs, and lack of education. About half (56.67%) of the respondents were in view that problems faced in extension services were lack of awareness. To others; unattractive marketing rates of milk, climatic conditions, and low quality of inputs, inadequate technical advice, improper communication and personal disliking were the problems.

It is evident from the data given in Table V that main reason of mortality was infectious diseases. Most of the respondents i.e. 70% were facing infectious diseases problems, while 30% were facing non infectious diseases. These figures show that farmers of the study area were facing big loss which might put negative effect on rearing of livestock. This negative effect may have influence upon income level of the farmers. This huge loss might be due to respondents’ unawareness, less attention towards livestock regular vaccination, dewarming, nutrition, management and reproduction etc. Farmers were untrained they maintained livestock on traditional methods.
Table VI  
Factors containing the use of veterinary facilities

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of Respondents</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costly</td>
<td>55</td>
<td>91.67</td>
</tr>
<tr>
<td>Non-availability</td>
<td>03</td>
<td>05.00</td>
</tr>
<tr>
<td>Unawareness</td>
<td>02</td>
<td>03.33</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100.00</td>
</tr>
</tbody>
</table>

During the field survey, it was observed that most of the respondents were aware of the veterinary facilities. The main hindrance in the use of veterinary facilities for respondents was their cost (Table VI). As prices of fodder concentrates and medicines are beyond the purchasing power of respondents.

Suggestions by the Respondents:
After performance evaluation, suggestions to effect improvement in working efficiency of an organization seem imperative to provide guidelines for policy makers. Farmers can criticize constructively as well as give useful suggestions for enhancing the effectiveness of the field veterinary staff to overcome the difficulties being faced in the adoption of recommended practices. Therefore, respondents were asked to give their suggestions in this regard.

Table VII  
Suggestions for the improvement of extension services

<table>
<thead>
<tr>
<th>Suggestions</th>
<th>Respondents No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardworking, dutiful and honest staff be appointed</td>
<td>47</td>
<td>78.33</td>
</tr>
<tr>
<td>Increased and timely provision of medicines</td>
<td>45</td>
<td>75.00</td>
</tr>
<tr>
<td>Field veterinary staff should survey for contagious/non-contagious diseases and treatment</td>
<td>22</td>
<td>36.67</td>
</tr>
<tr>
<td>Medicines/vaccines should be provided free or at minimum prices</td>
<td>19</td>
<td>31.67</td>
</tr>
<tr>
<td>Field veterinary staff should arrange for training of farmers regarding proper feeding/breeding/management of stock</td>
<td>11</td>
<td>18.33</td>
</tr>
<tr>
<td>Vaccines should be packed in small/medium/large volumes</td>
<td>10</td>
<td>16.67</td>
</tr>
<tr>
<td>Pure bred/grade dairy stock as well as sheep and goats be provided to the interested farmers</td>
<td>09</td>
<td>15.00</td>
</tr>
<tr>
<td>Programme for improved livestock production be regularly telecast in local language</td>
<td>09</td>
<td>15.00</td>
</tr>
<tr>
<td>Dairy colonies for milk animals</td>
<td>06</td>
<td>10.00</td>
</tr>
<tr>
<td>Milk collection centers should be encouraged</td>
<td>05</td>
<td>08.33</td>
</tr>
</tbody>
</table>

Note: As most of the respondents gave more than one response, therefore, the number of responses exceeded the total number of respondents.

The survey showed that a majority (78.33 and 75%) of the respondents gave suggestions for appointment of hardworking, dutiful, honest staff and timely supply of increased amount of medicines, while 36.67% and 31.67% of the respondents suggested that field veterinary staff should survey for contagious/non-contagious diseases and treat the animals regularly, medicines/vaccines should be provided free or at minimum prices. The others suggested that field veterinary staff should arrange training for farmers regarding proper feeding/breeding/management of stock, vaccines should be packed in small/medium/large volumes, purebred/grade dairy stock as well as sheep and goats be provided to the interested farmers, programme for improved livestock production be regularly telecast in local language, dairy colonies for milk animals and milk collection centers should be established respectively.

CONCLUSIONS
It is concluded from the data that majority of the respondents was satisfied from the extension services of Livestock and Dairy Development Department. Financial problems, high cost of livestock inputs and lack of education appeared to be the main hurdles in adopting the messages/technology delivered by extension services.

RECOMMENDATIONS:
The following are the recommendations to improve the extension services of Livestock and Dairy Development Department on the basis of conclusions drawn.
1. Although the awareness and adoption rates of recommended livestock practices were encouraging, but it needs more attention to increase per animal production to the maximum to change the prevailing situation. Farm visits, demonstrations, discussion meetings, published material need to be given more attention. Various programmes for improved livestock production need to be regularly telecast on PTV. Farmer’s visit to the progressive livestock farms should be encouraged.
2. Extension workers should be equipped with the latest extension knowledge and communication.
skills. At the time of appointment, preference should be given to those who have graduated with specialization in Agricultural Extension Education and Communication. It is therefore, recommended that both inland and abroad training courses be arranged for the extension workers.

3. The frequency of visits by extension workers should substantially be increased. This needs transportation facilities to reach the farmers especially in the less accessible areas in order to perform duty in more efficient manner. Proper follow up programme of the extension workers is needed to make sure that the message and facilities are properly conveyed to the farmers.

4. Model dairy farms should be organized among the farming community and medicines be provided at subsidized rates by government. Facilities of artificial insemination should also be provided at the door steps of farmers.

5. With the development of livestock production new problems are cropping up. In order to tackle these problems, the extension agencies must continuously re-orientate and revitalize their extension programmes.

REFERENCES


